



DOWNTOWN KNOXVILLE
WAYFINDING AND SIGNAGE PROGRAM
DESIGN DEVELOPMENT PACKAGE
15 October 2009

City of Knoxville
Knoxville, Tennessee

merje



MERJE | ENVIRONMENTS & EXPERIENCES

The Widener Building

Suite 1500

One South Penn Square

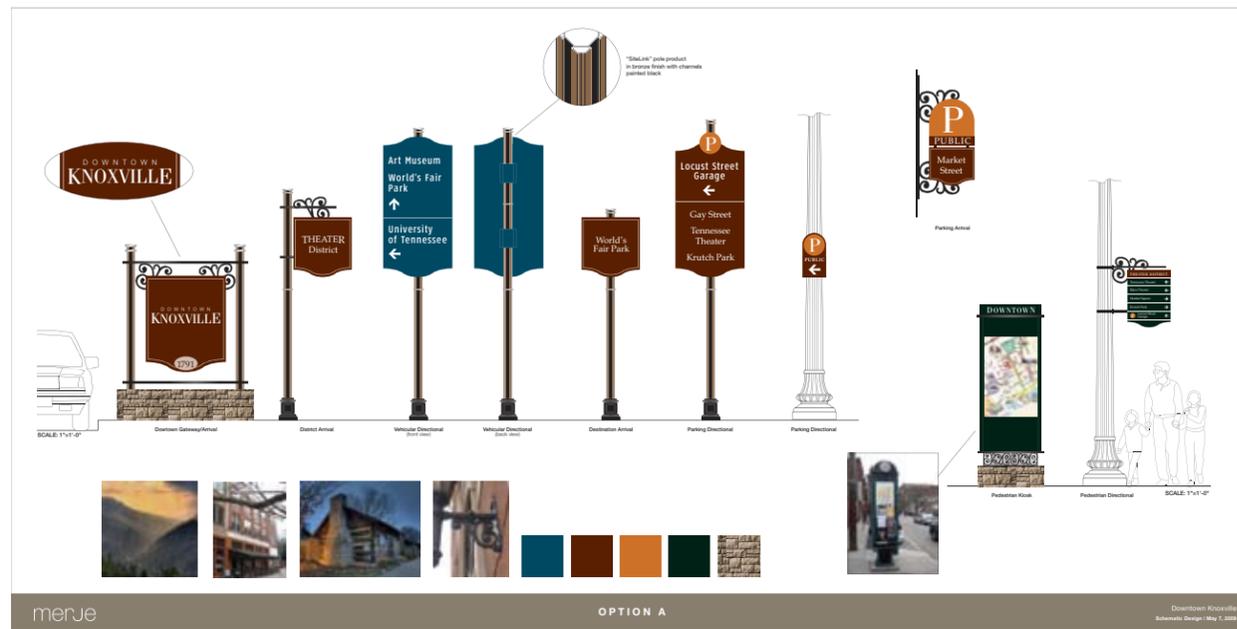
Philadelphia, PA 19107

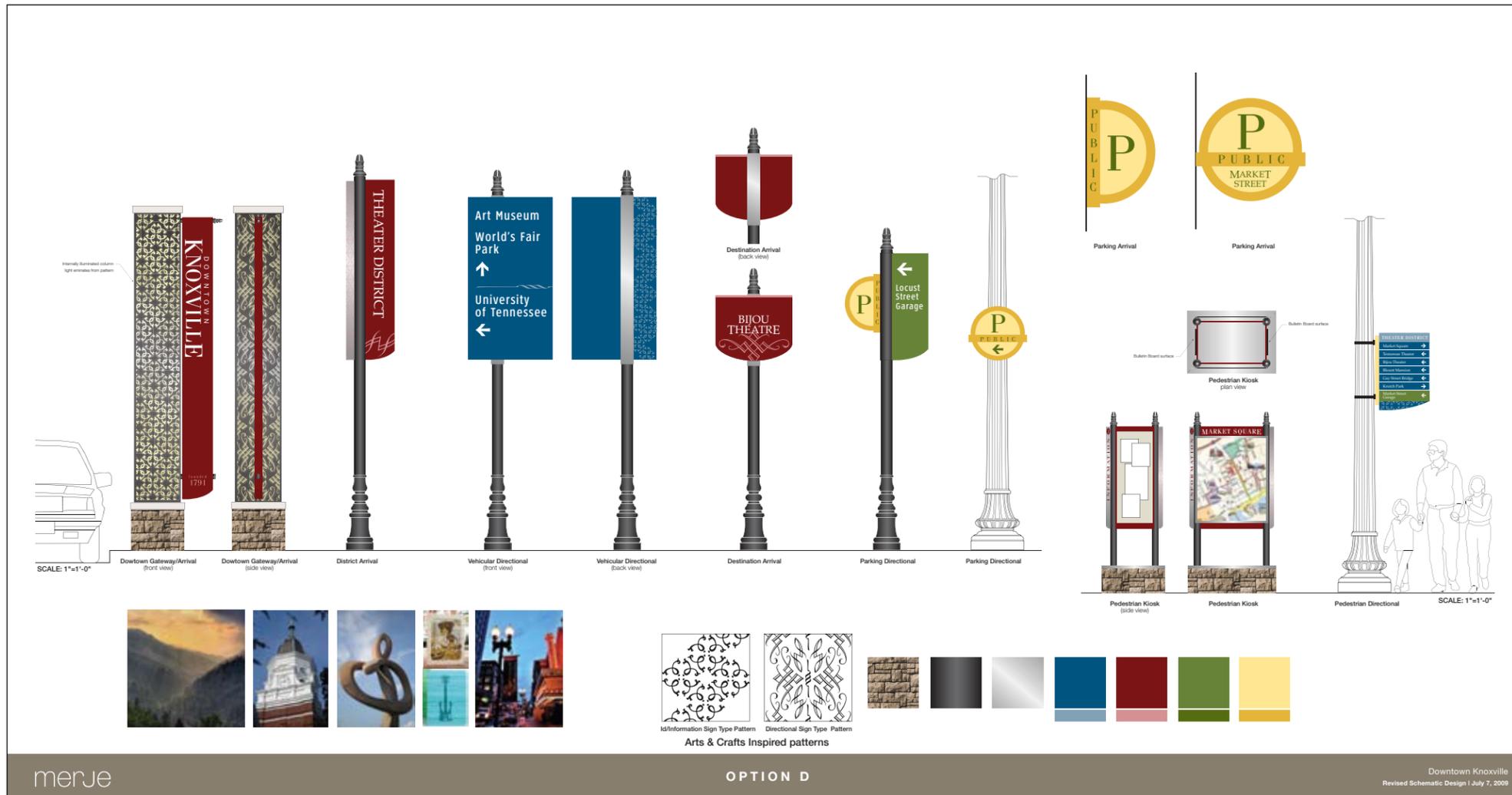
T 215.599.4407

F 215.636.9989

www.merjedesign.com

SCHEMATIC DESIGN: OPTIONS A–D





DESIGN DEVELOPMENT: GRAPHIC STANDARDS

DISTRICTS

Arts District
Market Square District
The Old City
Theatre District
Volunteer Landing

ARTS & CULTURE

E. Tennessee History Center
Emporium Ctr. for the Arts
Art Museum
Tennessee Theatre

EDUCATION

University of Tennessee
UT Conference Center
Neyland Stadium
UT Visitor Center

HISTORIC

Alex Haley Statue
Blount Mansion
James White Fort
The Mabry-Hazen House

PARKS & RECREATION

Dog Park
Ijams Nature Center
Stone Wall Gardens
Krutch Park
Three Rivers Rambler
TN Riverboat Company
Marina
YMCA
YWCA

TRANSPORTATION

Knoxville Station



HOSPITALS



EXPANDED AREA DESTINATIONS

Crescent Bend
Bleak House
Chilhowie Park
Thompson Boling Arena
Knoxville College
Knoxville Zoo
Old Gray Cemetery

PEDESTRIAN ONLY

Pedestrian Bridge over Henley Street
Volunteer Landing Pedestrian Bridge

NEIGHBORHOODS

South Knoxville
Fort Sanders
Mechanicsville
Downtown North
Magnolia
East Knoxville

ATTRACTIONS

Bijou Theatre
Civic Coliseum & Auditorium
Gay Street
Visitor Center
Convention Center
Old Convention & Expo Ctr.
Movie Theater
Sunsphere
Women's Basketball Hall of Fame
World's Fair Park

GOVERNMENT

City County Building
John Duncan Federal Bldg.
Knox County Courthouse
LM Public Library
Post Office
State Supreme Court

PARKING

Dwight Kessel Garage
Market Square Garage
Locust Street Garage
Promenade Garage
State Street Garage
Old City Lot

PARKS & RECREATION

GREENWAY ACCESS SYMBOL
Neyland 2nd Creek
GREENWAY ACCESS SYMBOL
3rd Creek

BRIDGES

Gay Street Bridge
Henley Street Bridge

PRIMARY TYPEFACE

Clearview Highway

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 “!@#% ^

Amongst the several mechanical Arts that have engaged my attention, there is no one which I have pursued with so much steadiness and pleasure, as that of Letter Founding.

This san serif typeface is used for all vehicular signs.

SECONDARY TYPEFACE

Book Antiqua Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 “!@#% ^

Amongst the several mechanical Arts that have engaged my attention, there is no one which I have pursued with so much steadiness and pleasure, as that of Letter Founding.

This serif typeface is used for all arrival and pedestrian signs.

COLOR PALETTE



TERTIARY TYPEFACES

ITC Fenice Std.

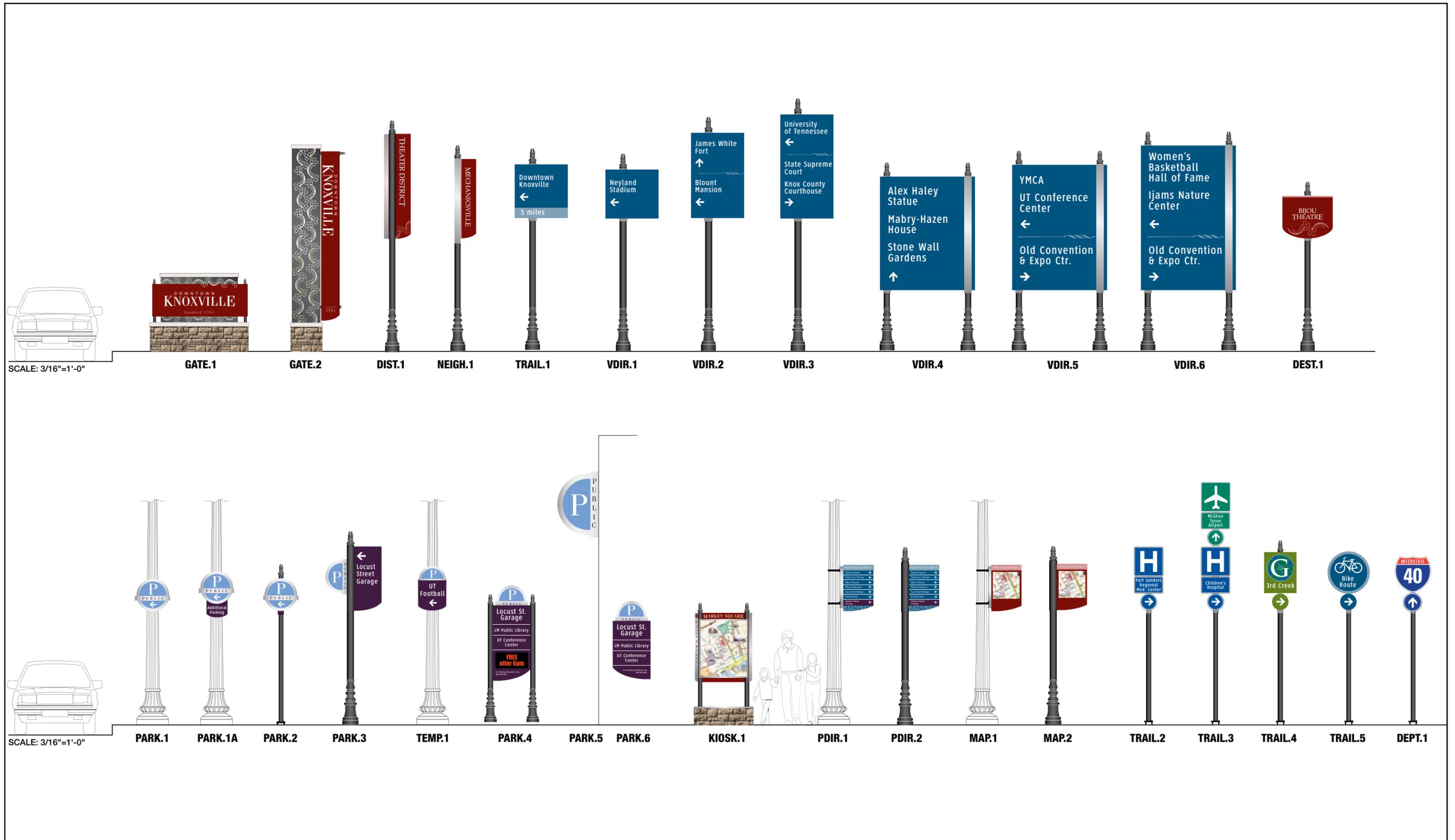
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 “!@#% ^

Helvetica Neue 55 Roman

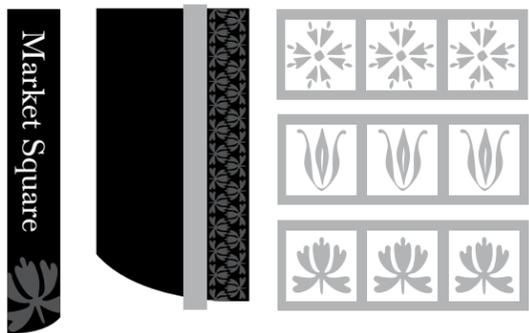
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 “!@#% ^

These serif & san serif typefaces are primarily used for all downtown gateway signs.

DESIGN DEVELOPMENT | SIGN DRAWINGS

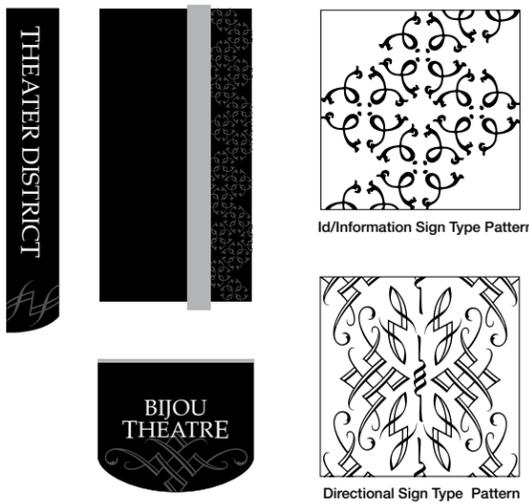


Pattern Option Scheme C (wood cut inspired)

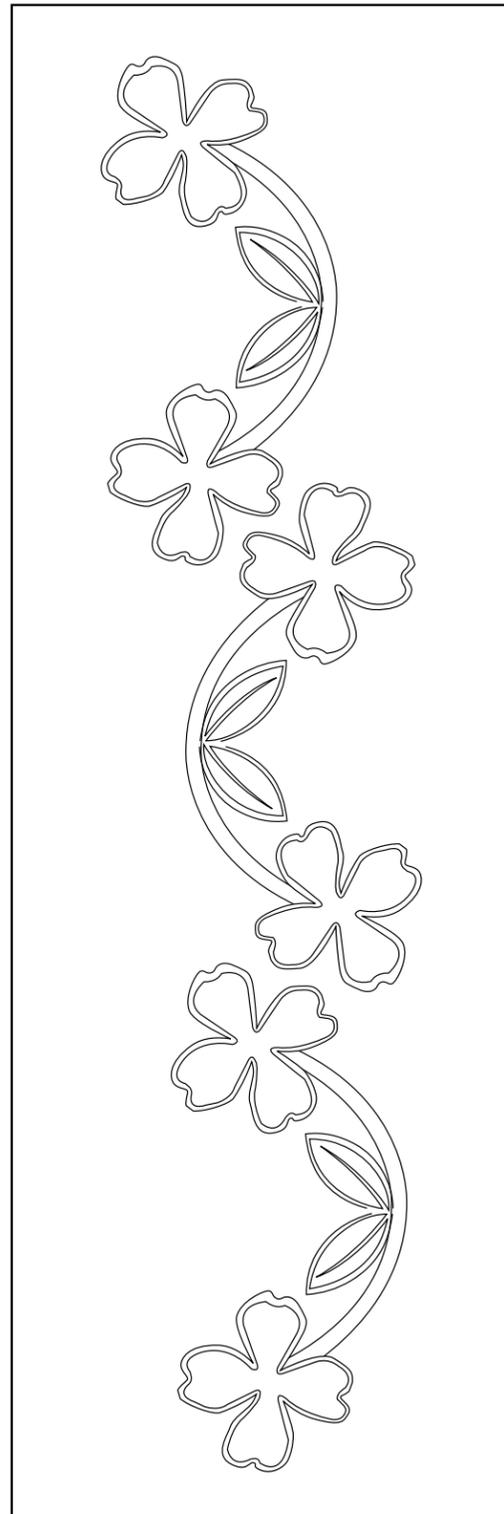


- Comments:
- like bold pattern
 - need to be more specific to Knoxville
 - would like patterns to have arts & crafts feel

Pattern Option Scheme D (arts & crafts inspired)

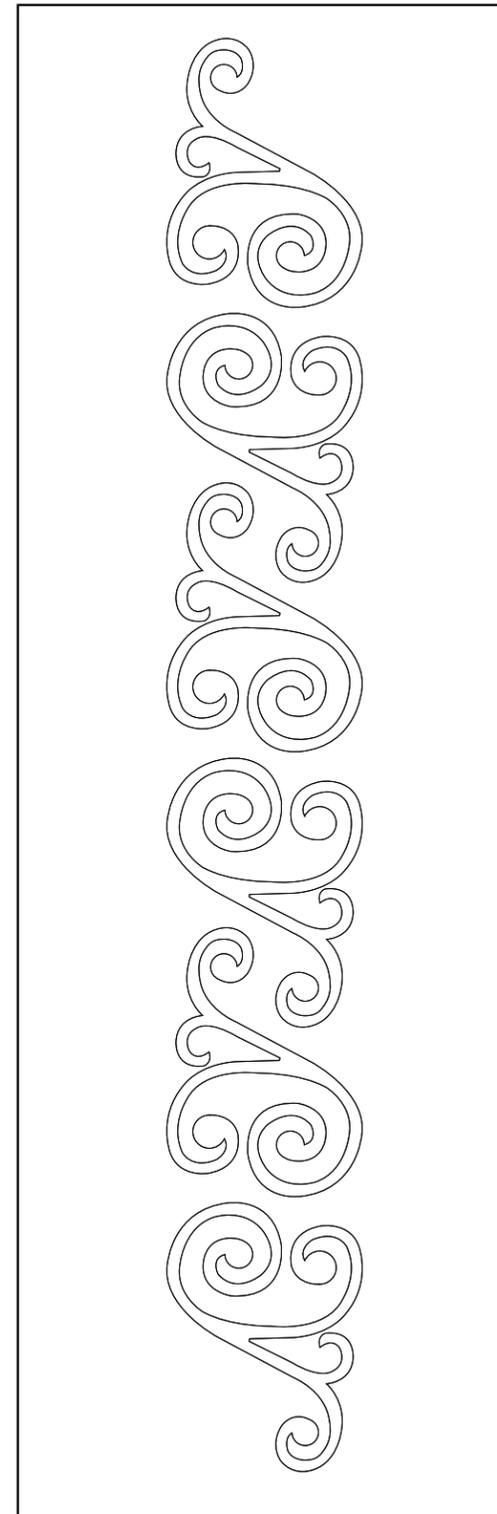


- Comments:
- too ornate
 - too frilly
 - too generic
 - need to be more specific to Knoxville



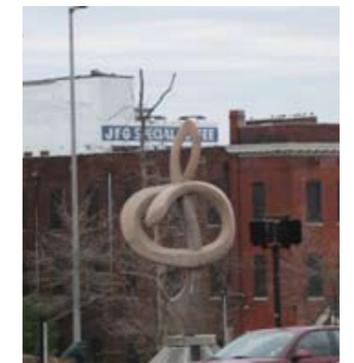
PATTERN #1

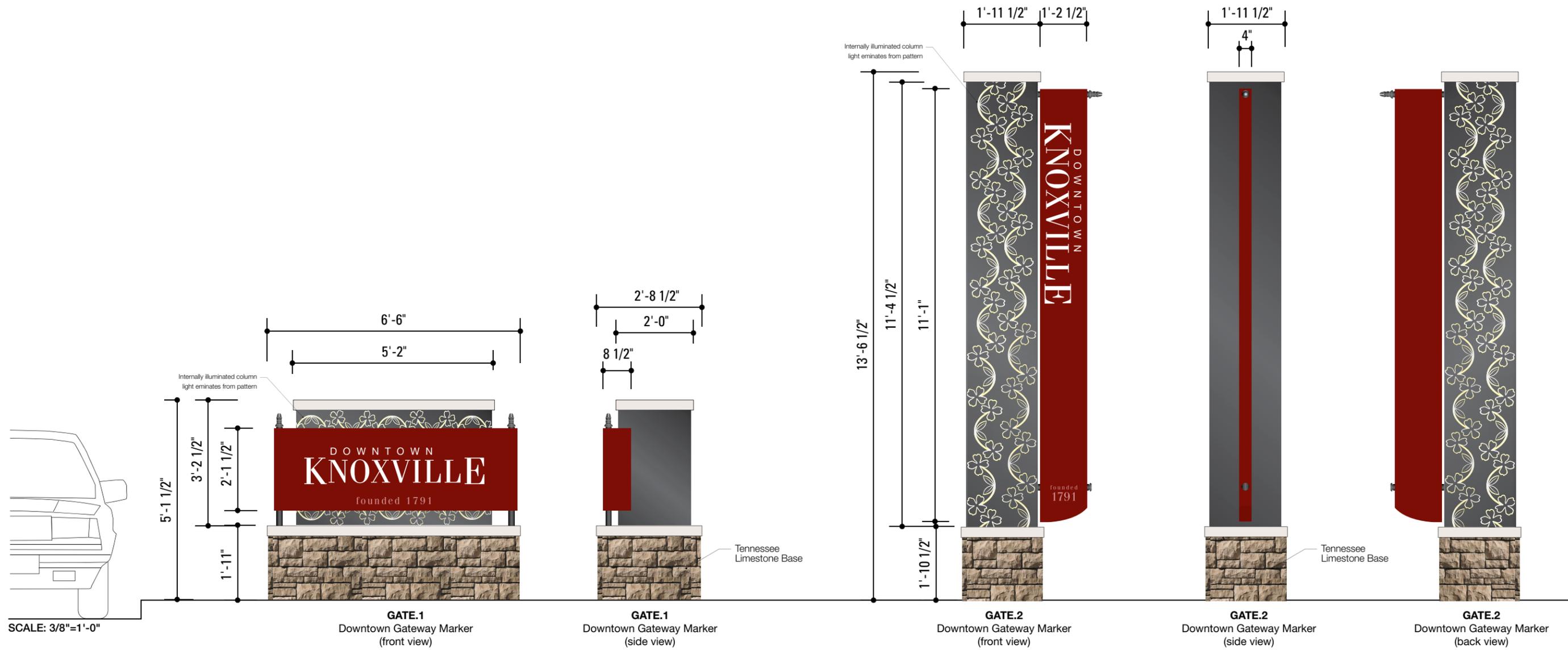
Inspiration Images

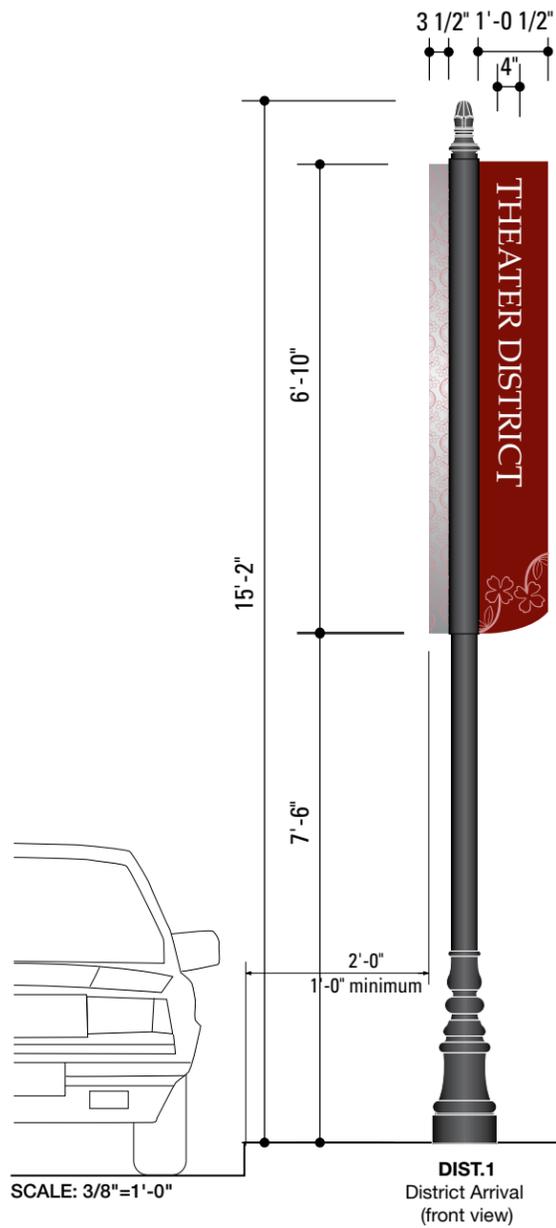


PATTERN #2

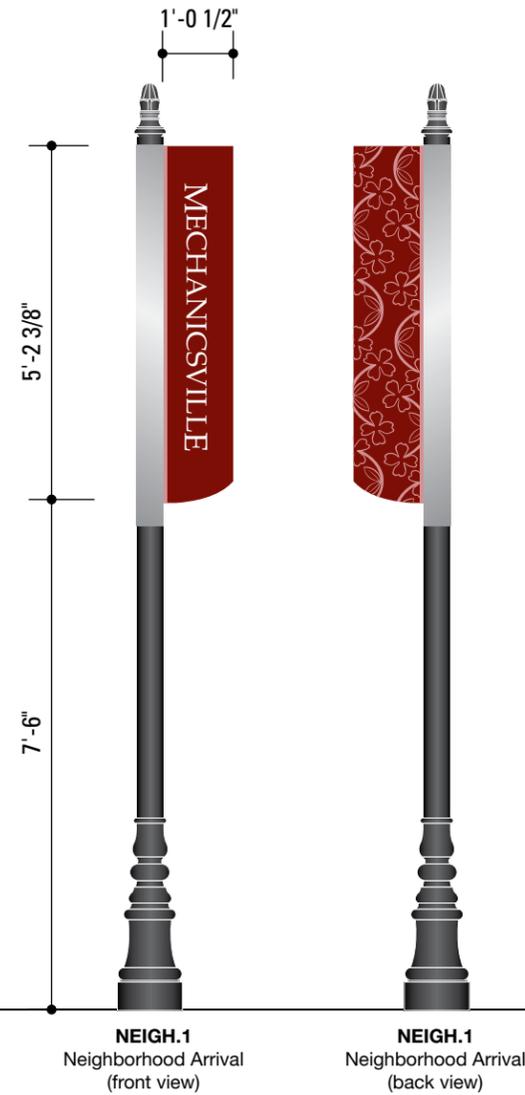
Inspiration Images



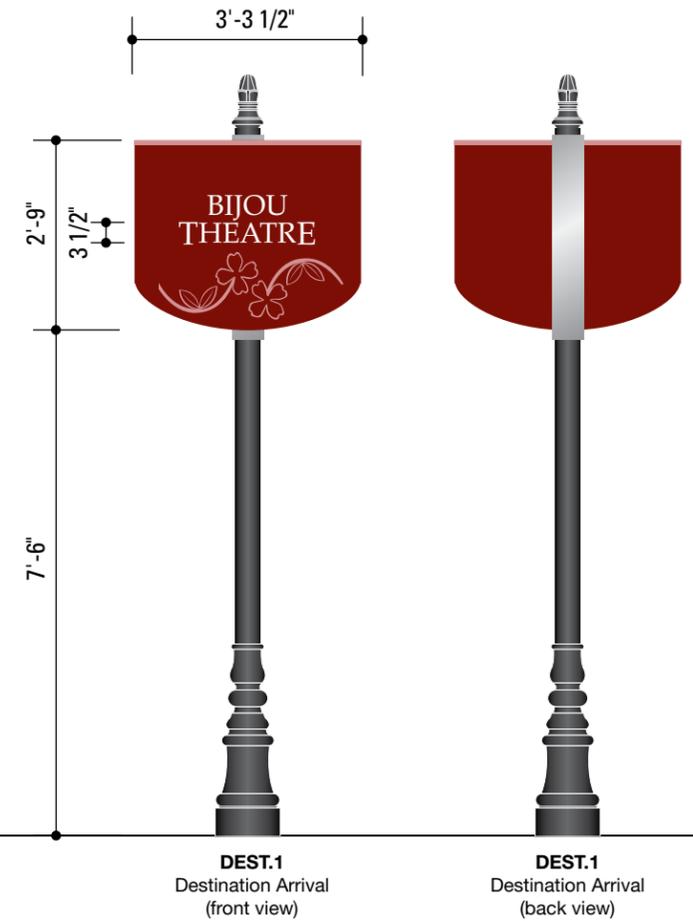


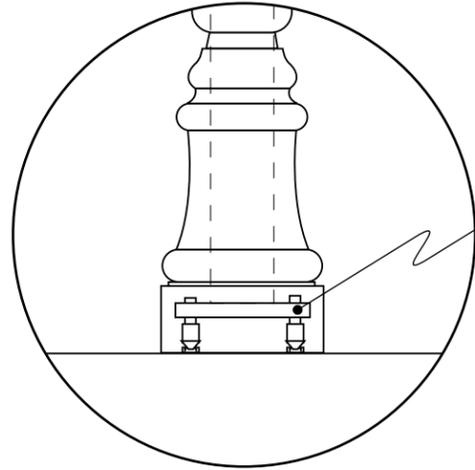


ALTERNATE GRAPHIC LAYOUTS
DIST.1

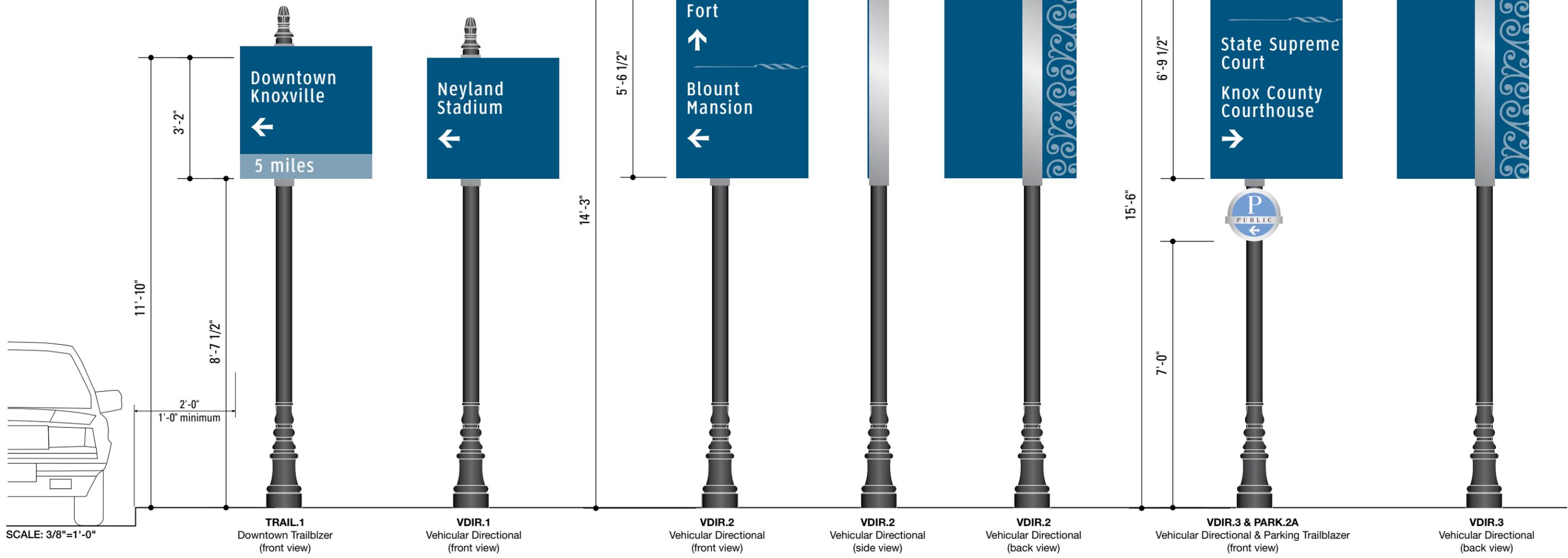


ALTERNATE GRAPHIC LAYOUTS
DEST.1

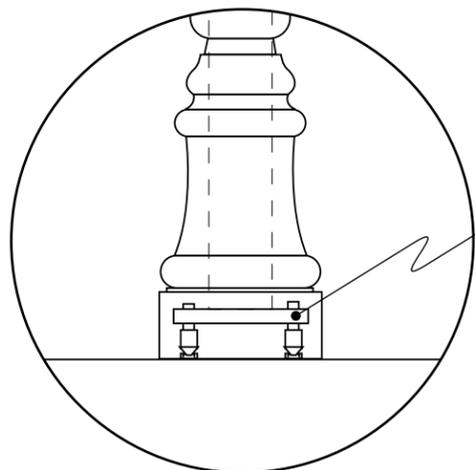




Transpo Pole Safe Breakaway beneath ornamental base



SCALE: 3/8"=1'-0"

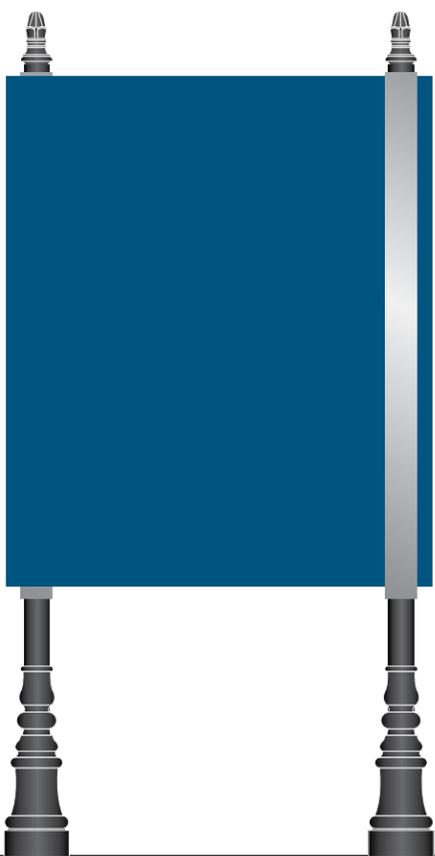


Transpo
Pole Safe Breakaway
beneath ornamental base

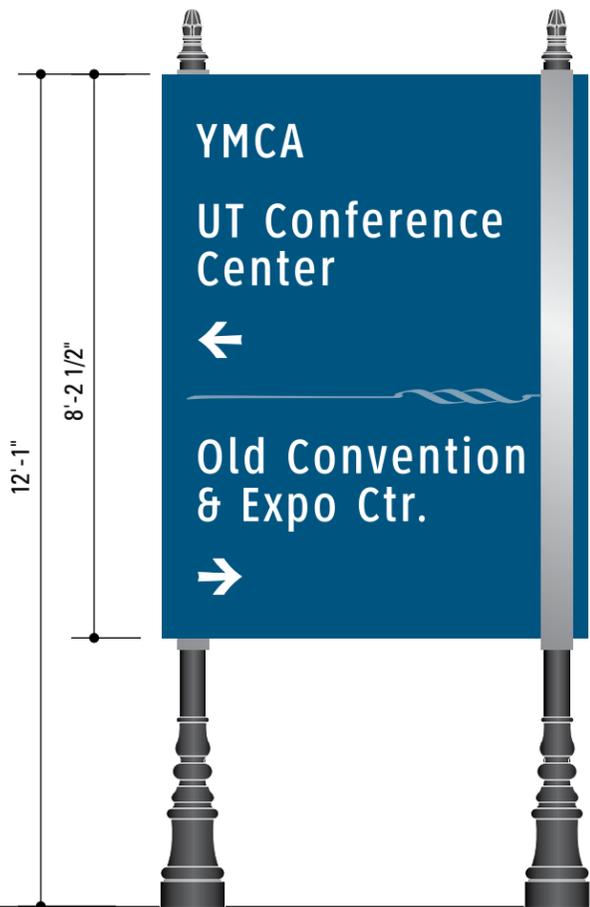


Alex Haley
Statue
Mabry-Hazen
House
Stone Wall
Gardens
↑

VDIR.4
Vehicular Directional
(front view)

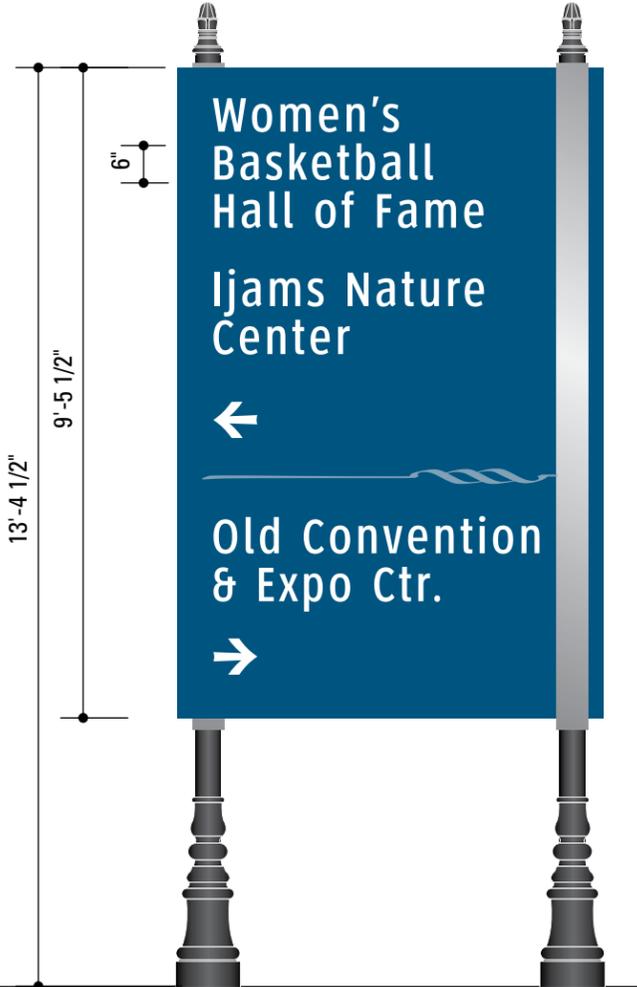


VDIR.4
Vehicular Directional
(back view)



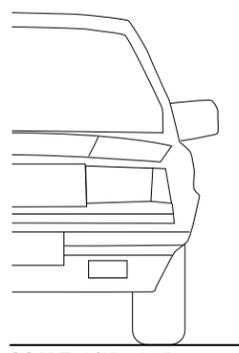
YMCA
UT Conference
Center
←
Old Convention
& Expo Ctr.
→

VDIR.5
Vehicular Directional
(front view)

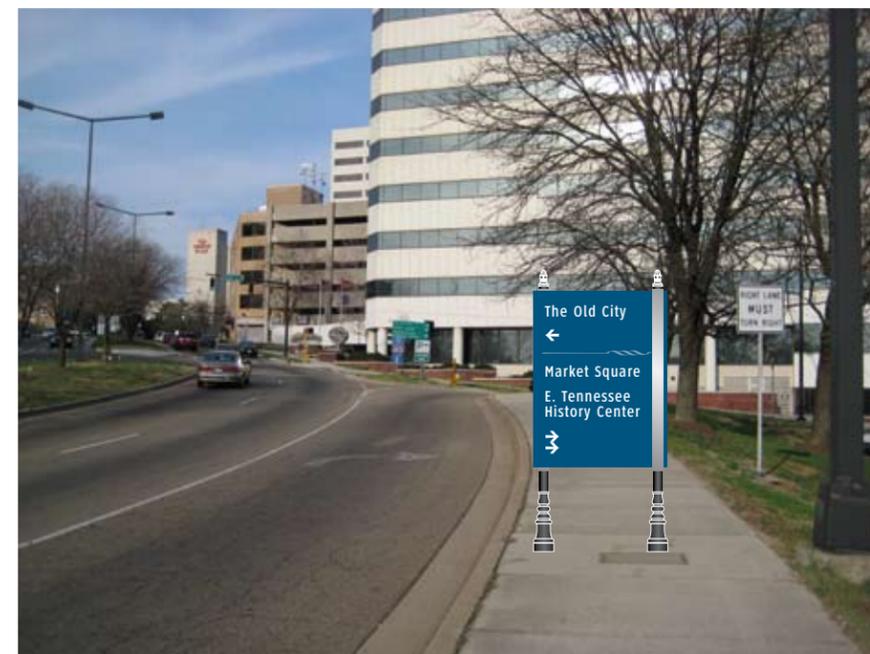
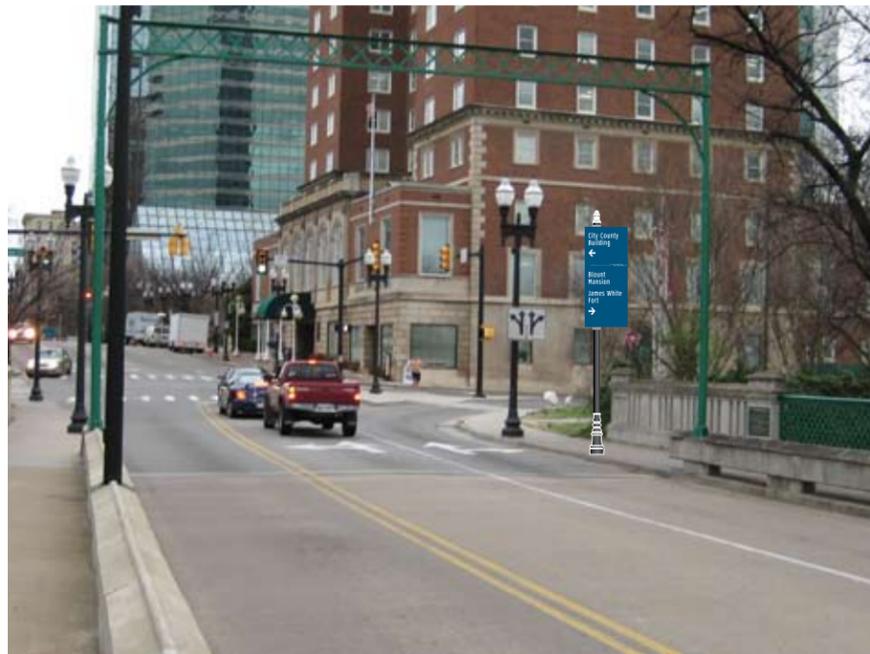
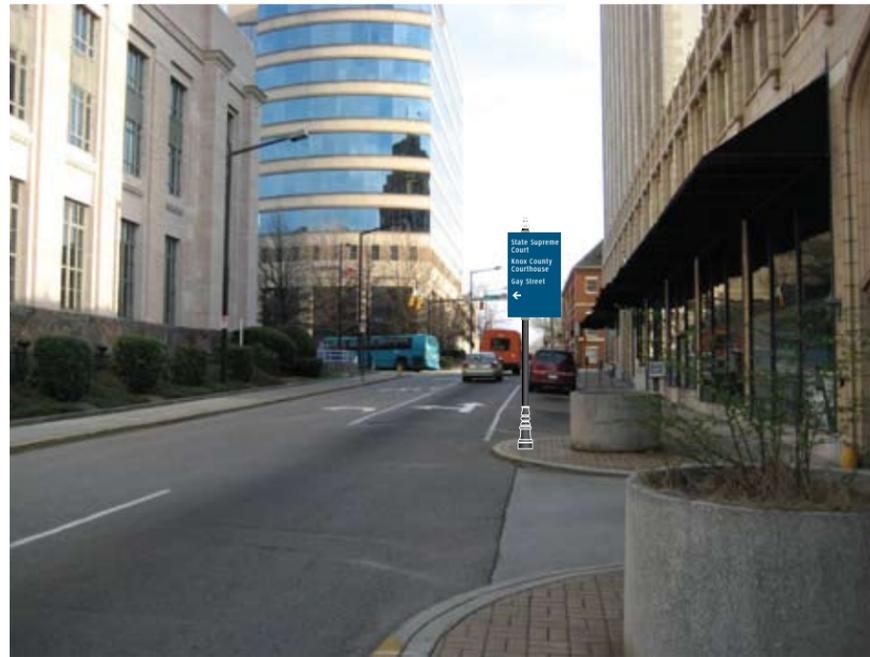


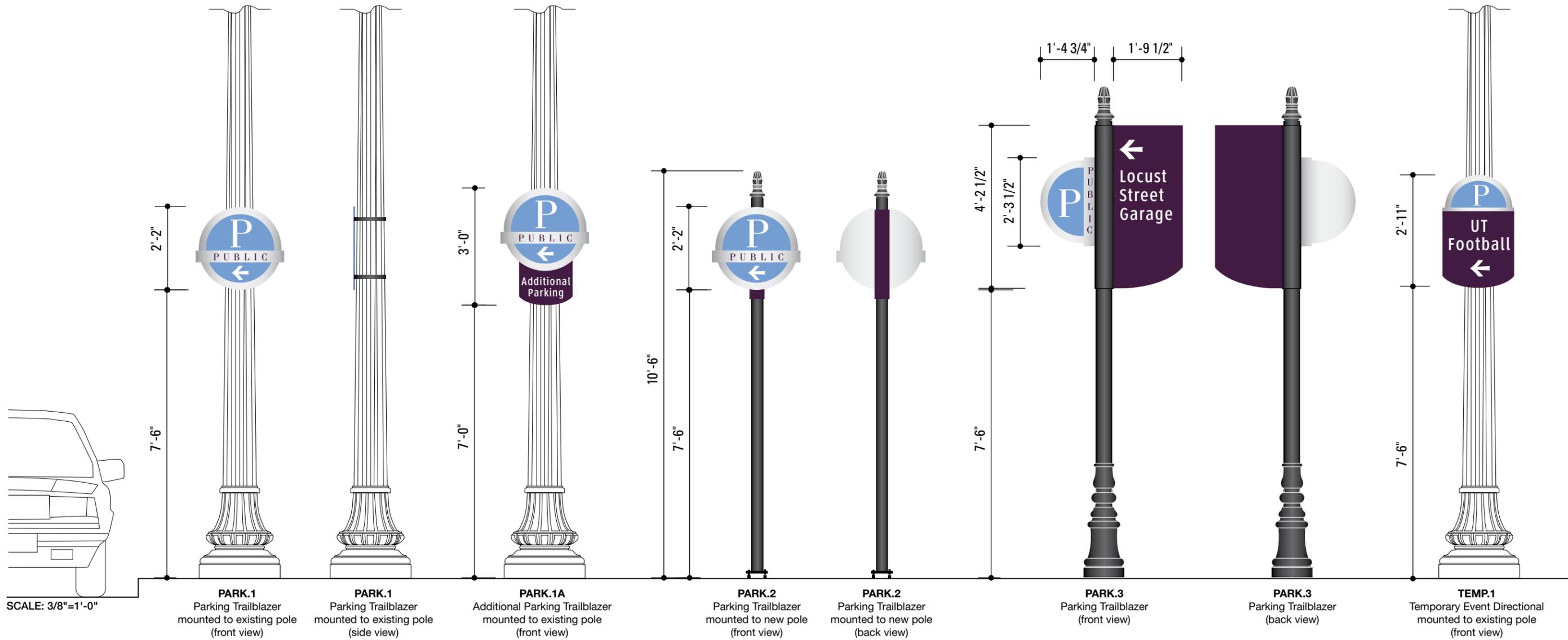
Women's
Basketball
Hall of Fame
Ijams Nature
Center
←
Old Convention
& Expo Ctr.
→

VDIR.6
Vehicular Directional
(front view)

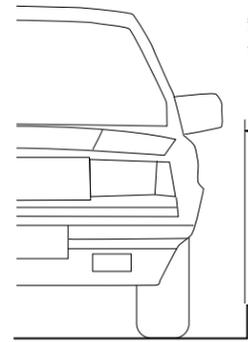


SCALE: 3/8"=1'-0"

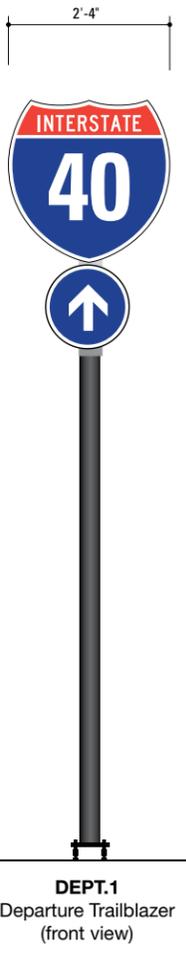
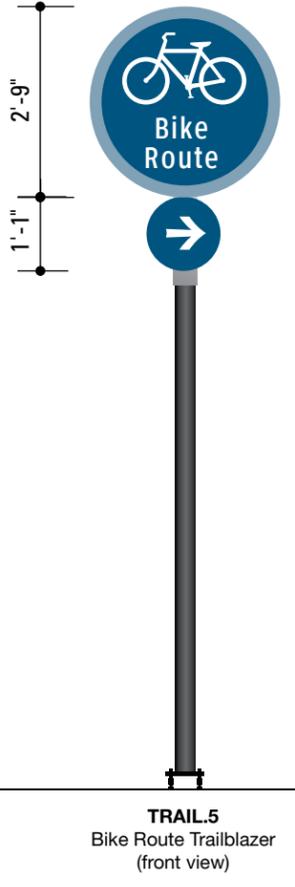
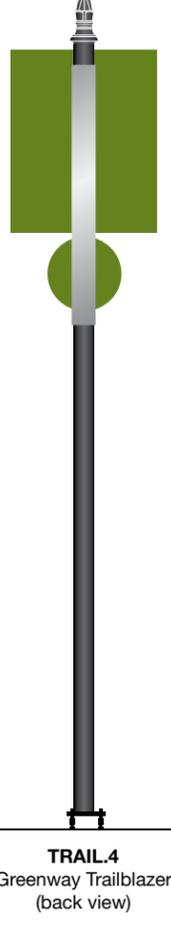
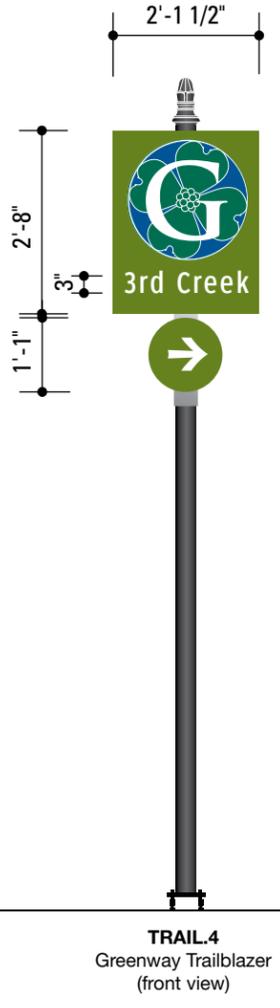
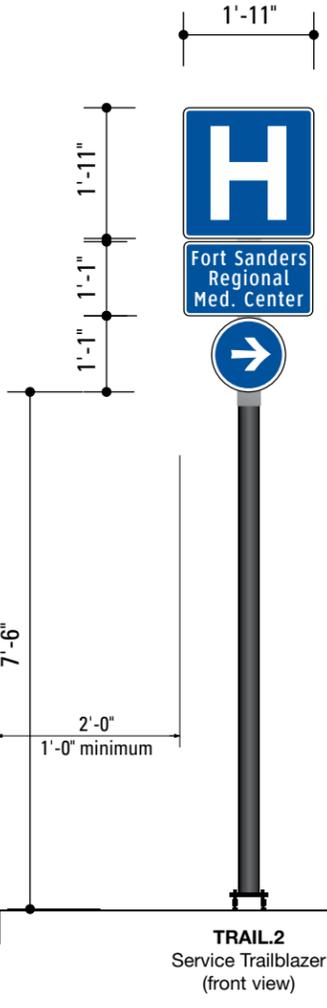




SCALE: 3/8"=1'-0"

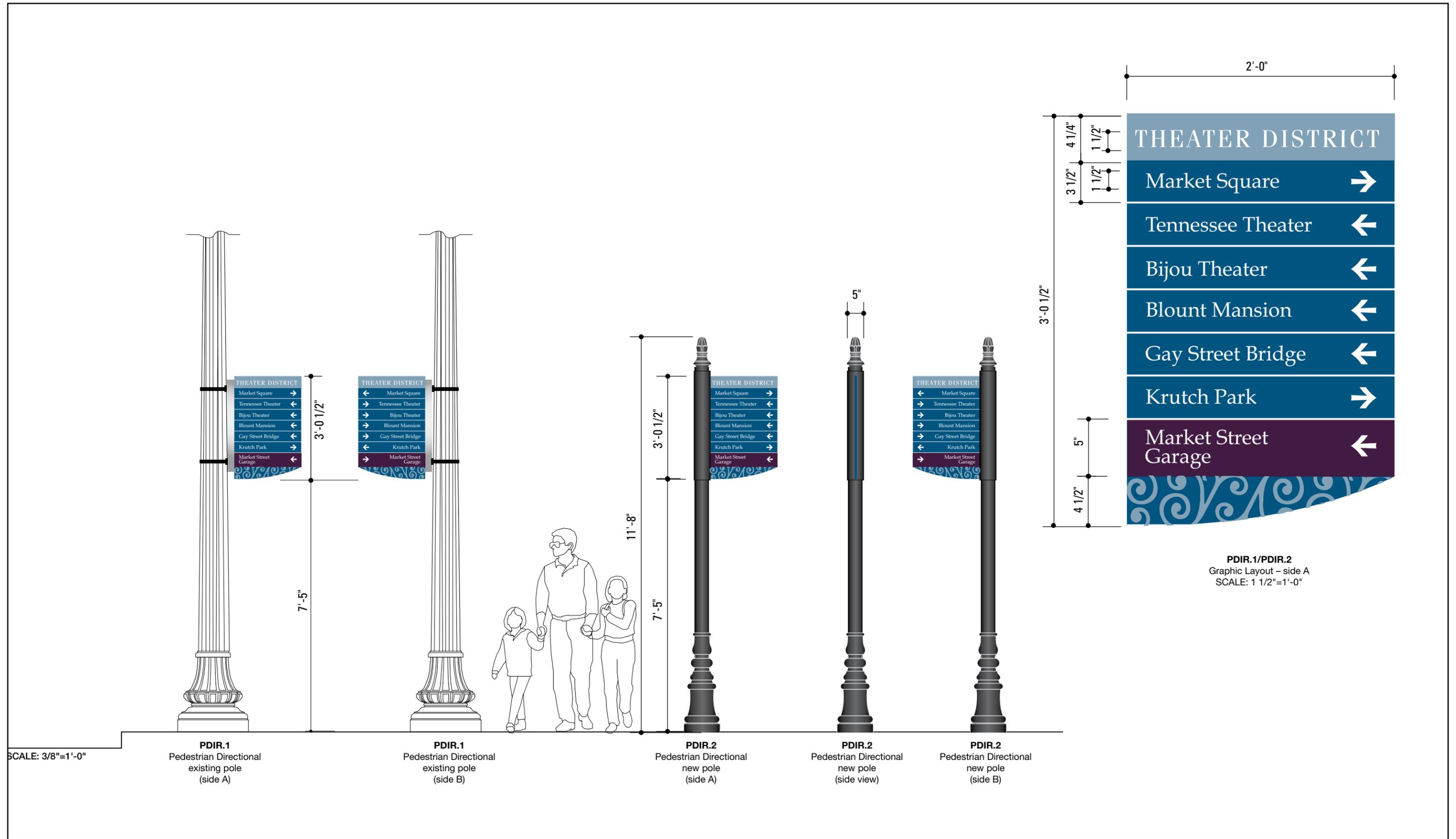


SCALE: 3/8"=1'-0"



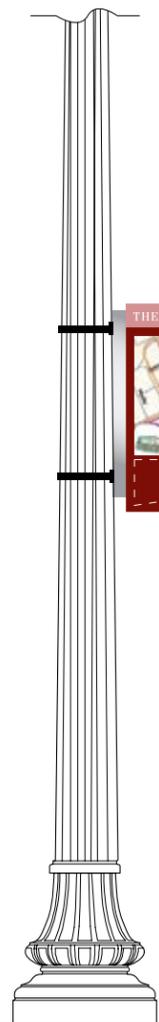
TRAILBLAZER ICONS

Children's Hospital	Fort Sanders Regional Med. Center	McGhee Tyson Airport	Bus Station

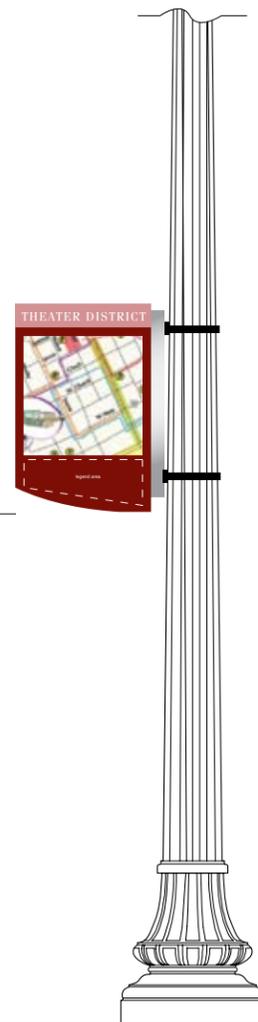


PDIR.1/PDIR.2
Graphic Layout - side A
SCALE: 1 1/2"=1'-0"

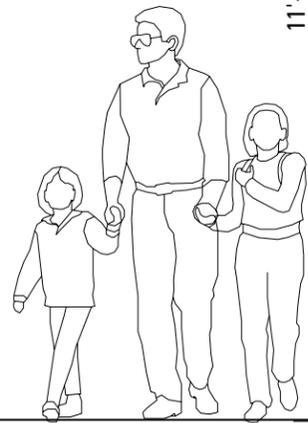
SCALE: 3/8"=1'-0"



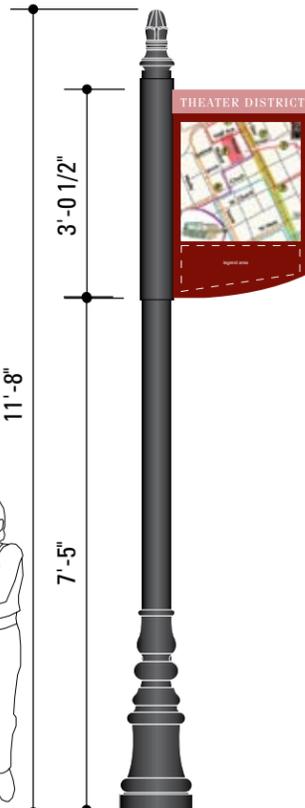
MAP.1
Pedestrian Directional
existing pole
(side A)



MAP.1
Pedestrian Directional
existing pole
(side B)



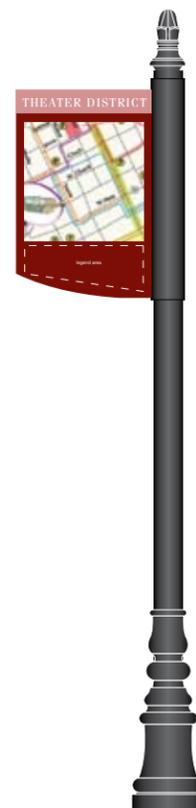
11'-8"



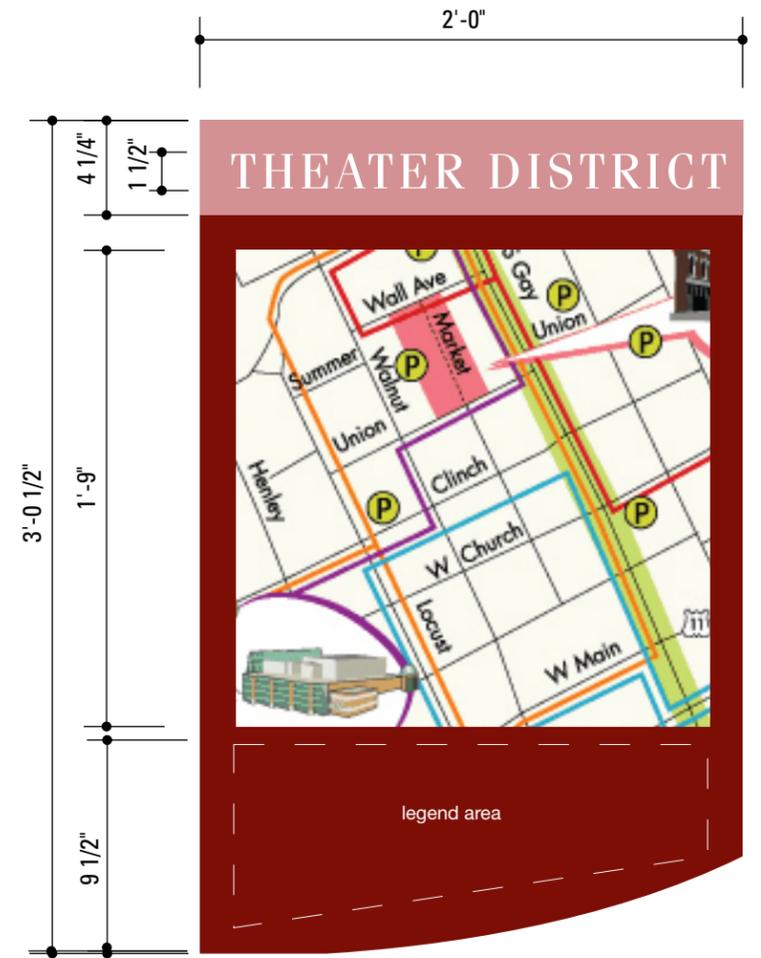
MAP.2
Pedestrian Directional
new pole
(side A)



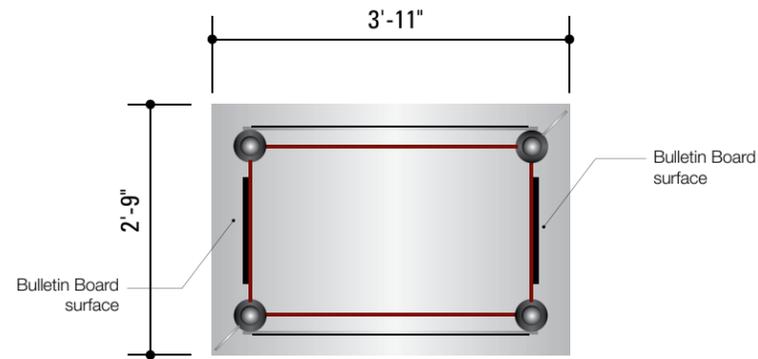
MAP.2
Pedestrian Directional
new pole
(side view)



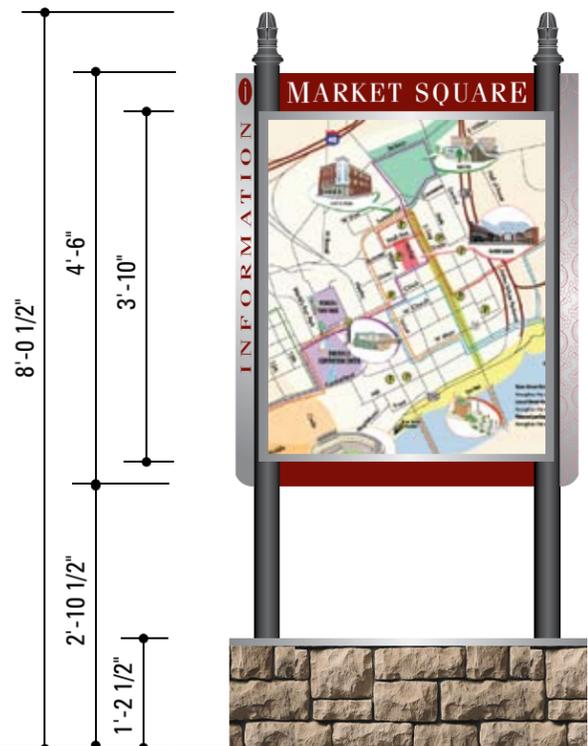
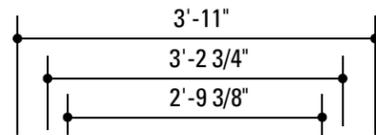
MAP.2
Pedestrian Directional
new pole
(side B)



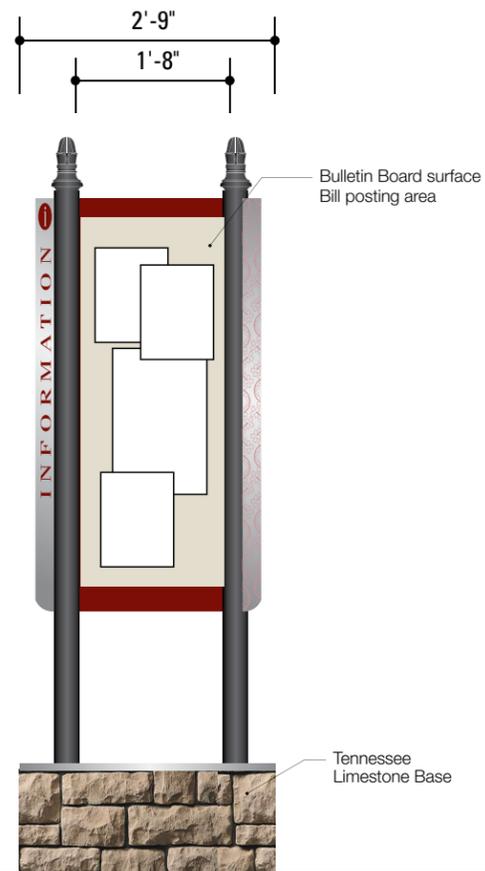
MAP.1/MAP.2
Graphic Layout – side A
SCALE: 1 1/2"=1'-0"



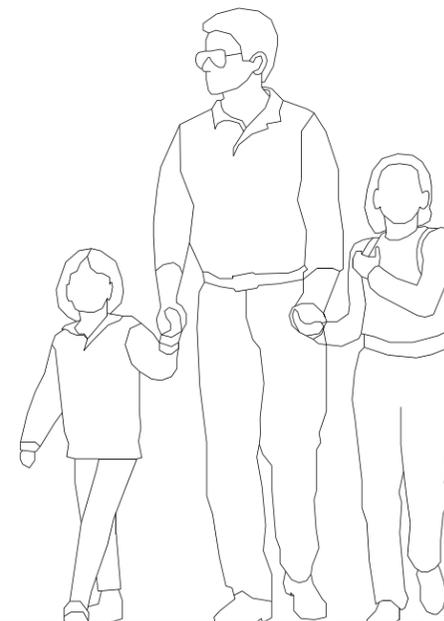
KIOSK.1
Pedestrian Kiosk
(plan view)



KIOSK.1
Pedestrian Kiosk
(front & back view)



KIOSK.1
Pedestrian Kiosk
(side views)



SCALE: 1/2"=1'-0"

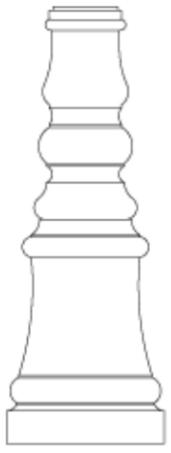
1150 Series Wraparound Base (WAB1150) Specification Sheet

Project Name:	Location:	MFG: Hadco
Fixture Type:	Catalog No.:	Qty:

Ordering Guide

Example: WAB1150 3 A

Product Code	WAB1150	1150 Series Wraparound Base
Pole Diameter	3 4	3" 4"
Finish	A B G H J	Black White Verde Bronze Green



Specifications

HOUSING:
356 HM high-strength, low-copper, proprietary cast aluminum alloy .

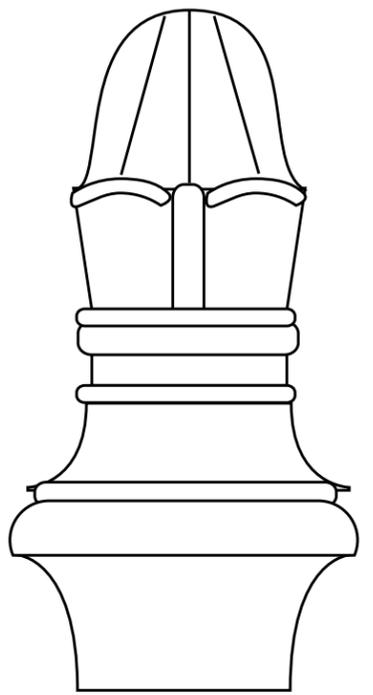
FINISH:
Thermoset polyester powdercoat is electrostatically applied after a five-stage conversion cleaning process and bonded by heat fusion thermosetting. Laboratory tested for superior weatherability and fade resistance in accordance with ASTM B-117-64 and ANSI/ASTM G53-77 specifications. For larger projects where a custom color is required, contact the factory for more information.

WARRANTY:
Three-year limited warranty.

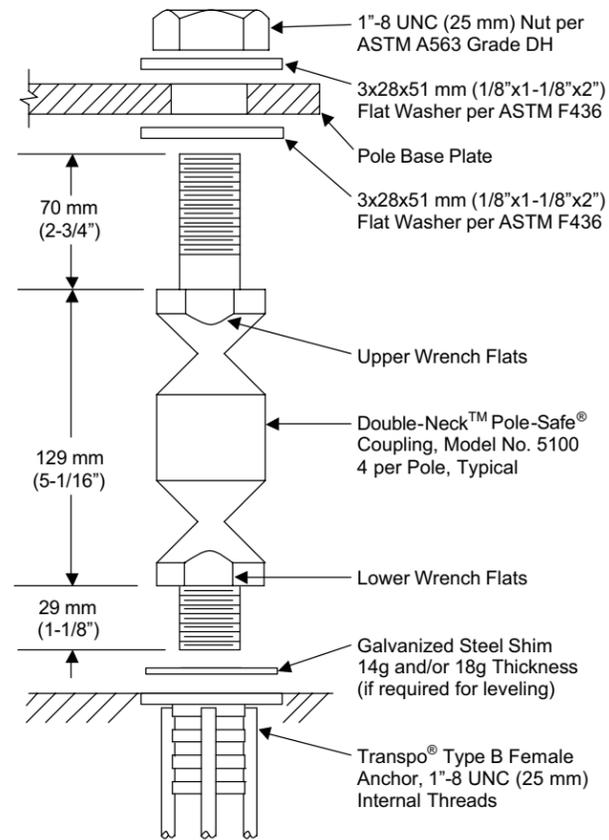
Height :
29 3/4"

Base Diameter:
11"

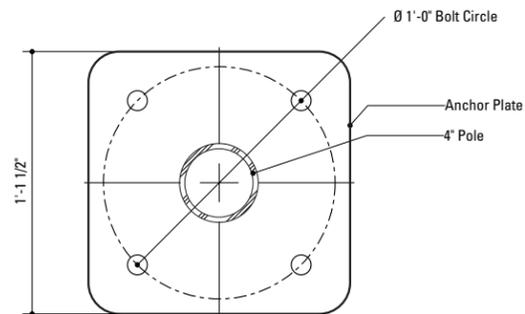
Inside Diameter:
10 5/8"



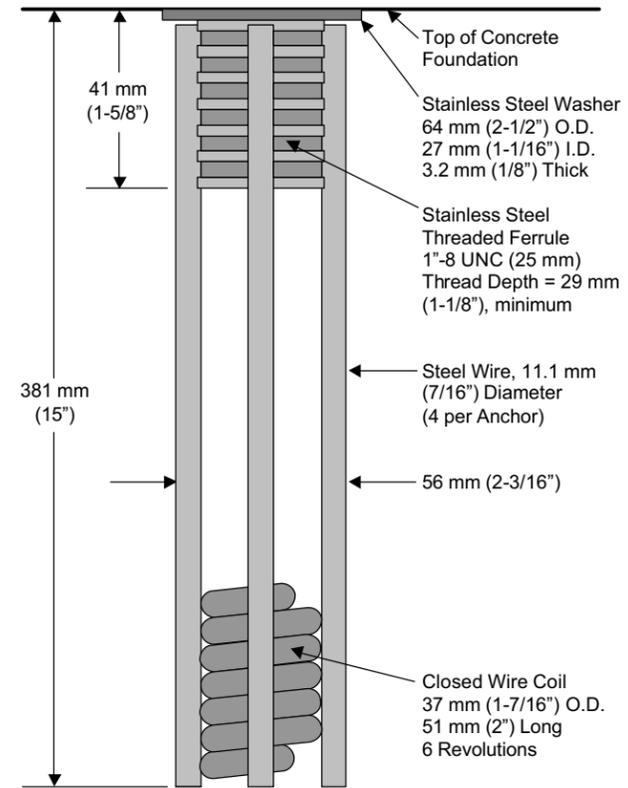
Hapco Finial F0002



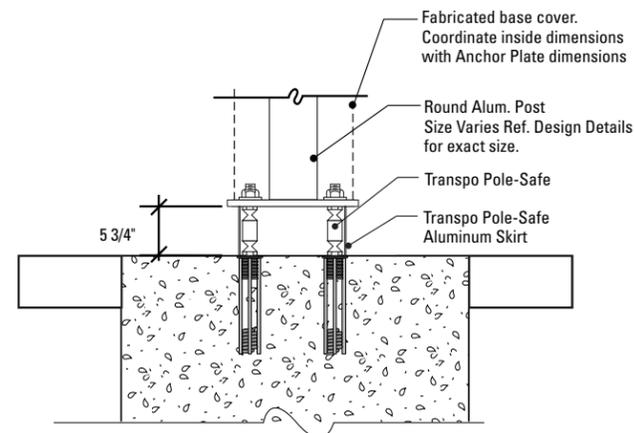
1 POLE-SAFE SERIES 5100 BREAKAWAY ASSEMBLY
SCALE: NTS



3 Anchor Plate Detail
SCALE: 3/4" = 1'-0"



2 TRANSPO TYPE B FEMALE ANCHOR
SCALE: NTS



NOTE: SEE DWG. G.3 FOR FOUNDATION DETAILS

4 Assembled Section View
SCALE: 3/4" = 1'-0"